

## ABSTRACT OF THE DISCLOSURE

[0059] A system and method are provided for monitoring the preferences of web site visitors. The system and method can be computer-based and can be embodied as an application program or module connected to or incorporated into any communications network including: the Internet, an intranet, a local area network, and/or a wide area network. The system and method can voluntarily collect statistically relevant data regarding customers wants, needs and practices through a non-intrusive pop-up window.